



The Independent on Saturday is entertaining, informative and sporty. It's the most popular, must-read English Saturday newspaper in KwaZulu-Natal. It's your guide to being UP to date and having fun, whether you're staying in or going out. It's the perfect way to start the weekend; it's a case of "Miss the IOS, miss the weekend."

**TARGET MARKET:** KZN's LSM 7 – 10 readers.

| THE INDEPENDENT ON SATURDAY - MAIN BODY (per single column centimetre) |               |               |             |
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| BLACK & WHITE  | 1 SPOT COLOUR | 2 SPOT COLOUR | FULL COLOUR |
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| PREMIUM POSITIONS (minimum 28 day's notice of cancellation) |                            |           |
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| Page 3 (max 20x10)  | +25%                       |           |
| Page 5 (max 20x10)  | +20%                       |           |
| Page 7  | +15%                       |           |
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| COLUMN WIDTHS |         |
|---------------|---------|
| 1 column      | = 36mm  |
| 2 columns     | = 74mm  |
| 3 columns     | = 112mm |
| 4 columns     | = 150mm |
| 5 columns     | = 188mm |
| 6 columns     | = 226mm |
| 7 columns     | = 264mm |
| 8 columns     | = 302mm |
| 9 columns     | = 339mm |
| 10 columns    | = 377mm |

## MAXIMUM ADVERTISING SPACE:

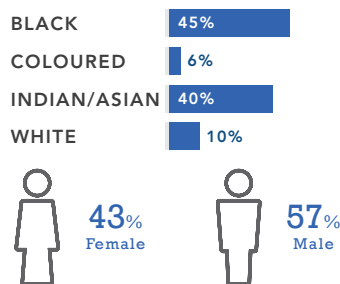
### 54cm x 10 col (37,9cm)

| BOOKING/CANCELLATION AND MATERIAL DEADLINES |                         |  |
|---|-------------------------|--|
| <b>DEADLINES</b>                            |                         |  |
| <b>MAIN BODY</b>                            | <b>Booking:</b>         | Pre-payment: 2pm, 6 working days prior to publication.<br>Account: 4pm, 5 working days prior to publication.                 |
|   | <b>Ad Material:</b>     | Hard Copy: 10am, 3 working days prior to publication.<br>Complete: 2pm, 2 working days prior to publication.                 |
|   | <b>Cancellations:</b>   | 3pm, 3 working days prior to publication.  |
|   | <b>PERSONAL FINANCE</b> | <b>Booking:</b> Pre-payment: 2pm, 6 working days prior to publication.<br>Account: 4pm, 5 working days prior to publication. |
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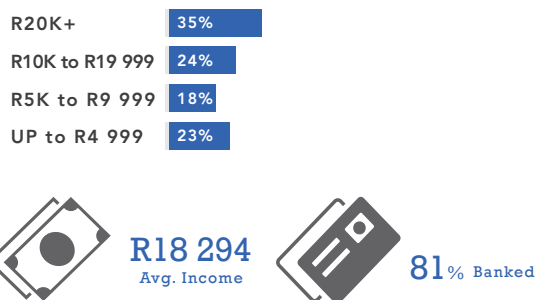
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